

The present invention is directed to a system, method, and software product for ordering of digital photo services over a communication network among a plurality of photo service providers from an order terminal using a digital image
5 provided on a digital storage device, the digital storage device being associated with one of a plurality of business entities. The method including the steps of maintaining information with respect to business relationships between the photo service providers and the plurality of business entities and providing an offering at the order terminal based on the business relationship associated with the digital storage device.